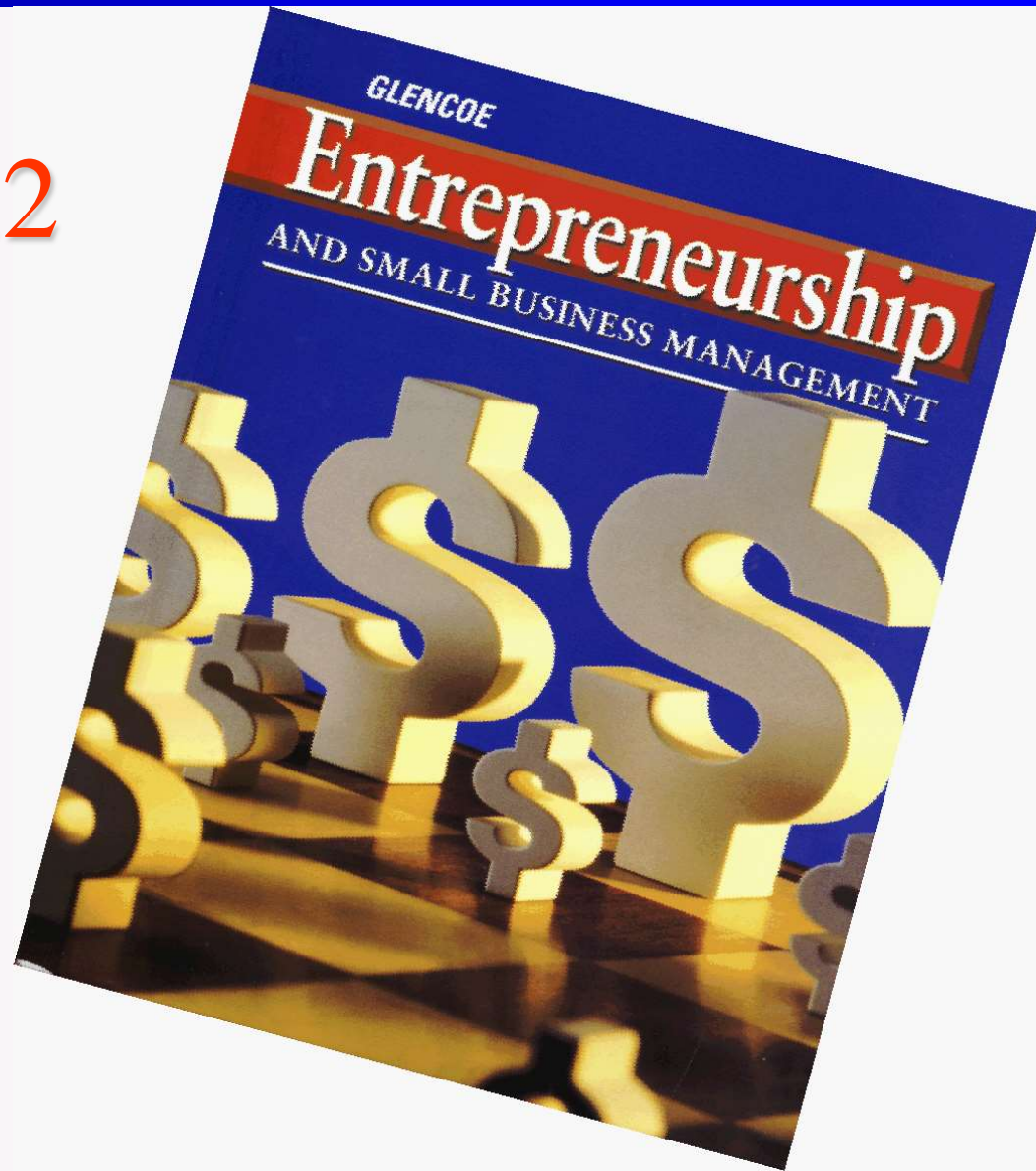


PowerPoint Presentation

- Section 17.2
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17.2 Staffing and Company Policies

I. STAFFING YOUR OPERATION

There are four steps to staffing.

A. Design an organizational chart.

B. Write job descriptions.

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C. List job specifications.

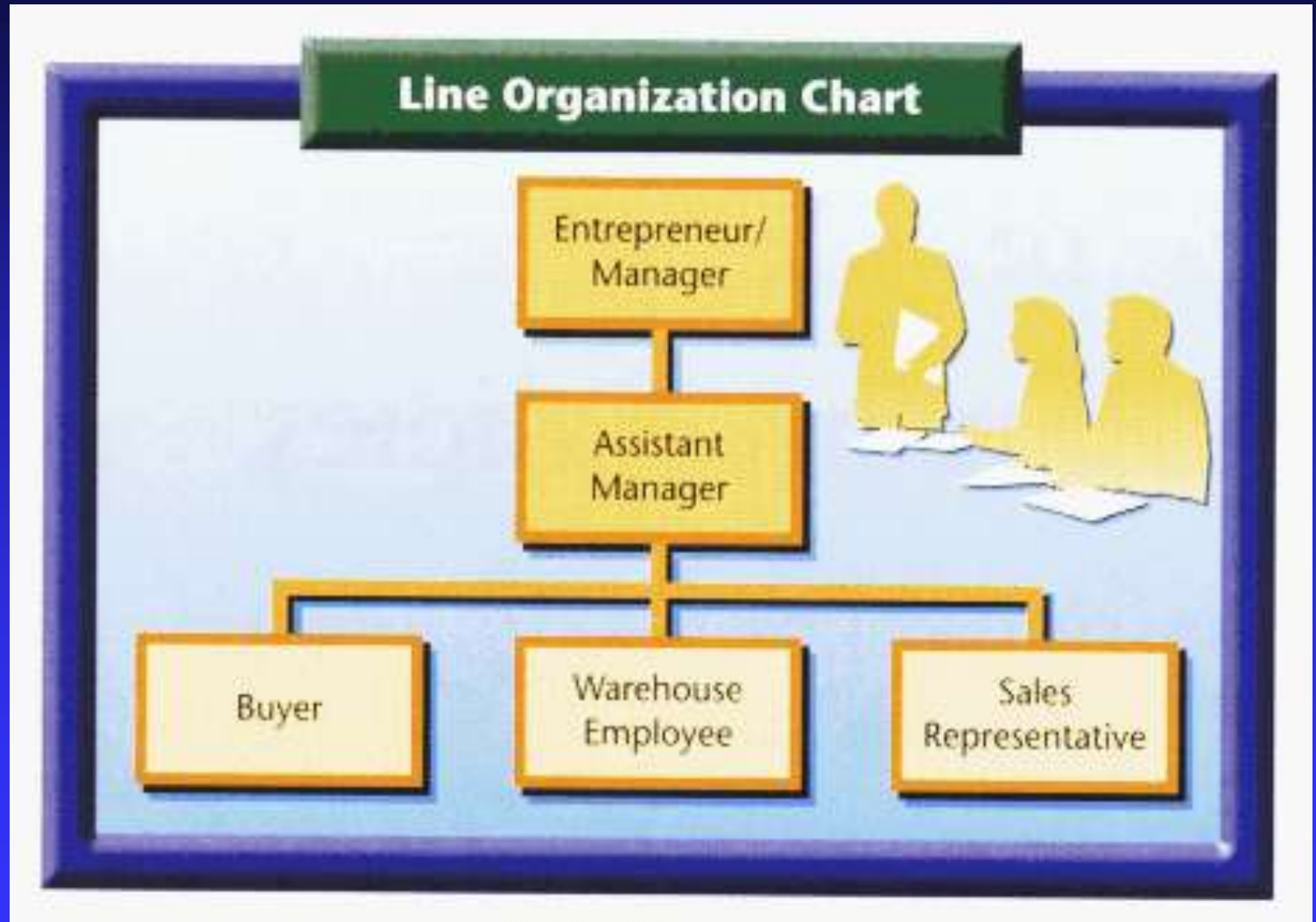
D. Compile professional summaries.

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II. TYPES OF ORGANIZATION

A. Line Organization - Used when all employees are involved in producing and distributing product

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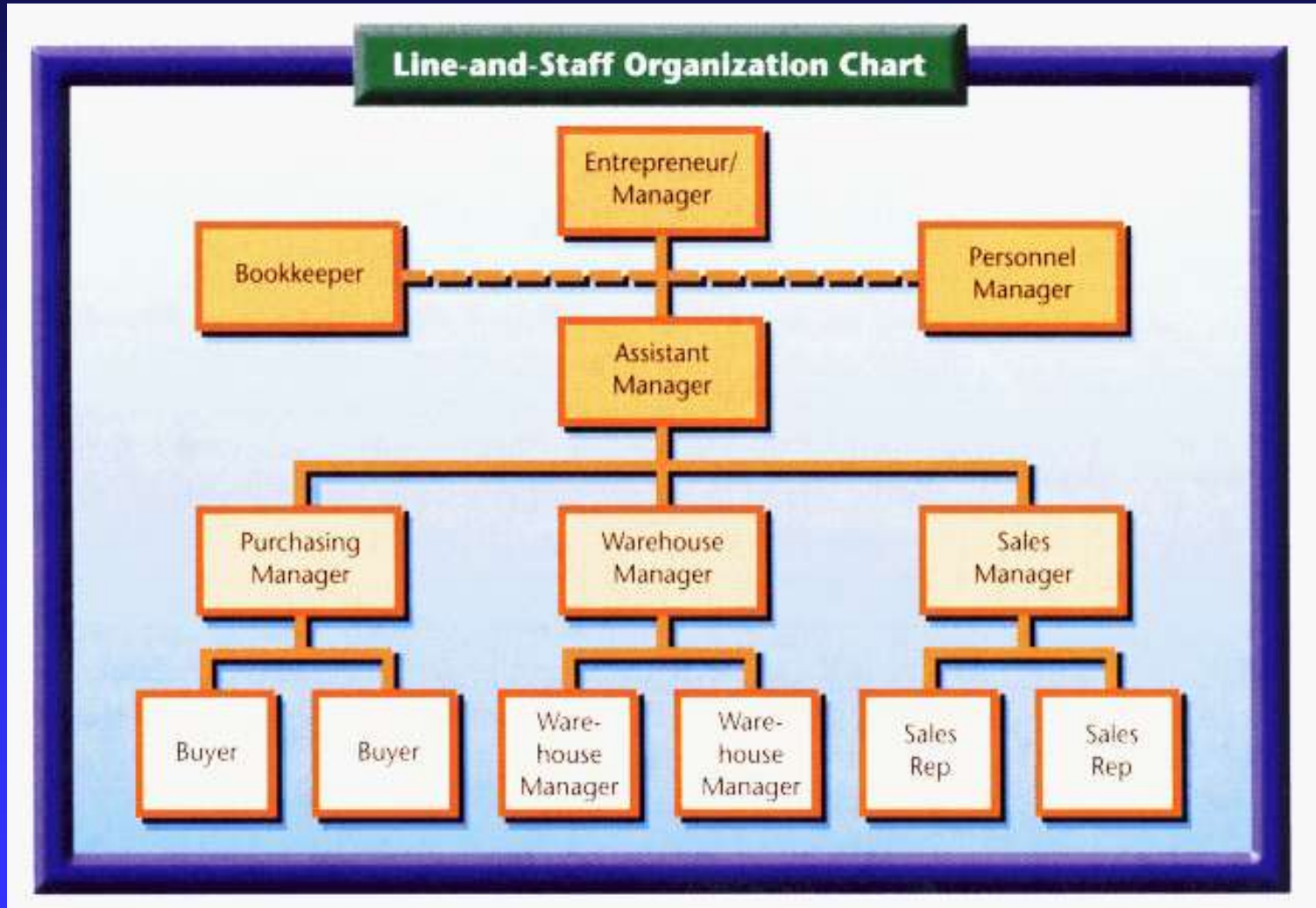


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B. Line-and Staff Organization

- Used when a company is large enough to hire a staff, or those who provide support for production and distribution people

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C. Project Organization - Used to supplement line or line-and-staff structures for special projects

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III. JOB DESCRIPTIONS, SPECIFICATIONS, AND PROFESSIONAL SUMMARIES

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A. Job descriptions are statements describing the objectives of the job and its duties and responsibilities.

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B. Job specifications spell out the abilities, skills, educational level, and experience needed.

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C. Create professional summaries outlining skills and experience.

D. Compare summaries with job descriptions and look for gaps to be filled by outside assistance.

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IV. PERSONNEL POLICIES AND DECISIONS

Before searching for employees, think about the kind of people you want to hire and how you will find them.

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V. EMPLOYEE STANDARDS

A. Employees affect what customers think about your company.

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B. Define the employee traits you want on your personnel policy.

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VI. RECRUITING POLICIES

A. There are many ways to *recruit*, or bring in, prospective employees.

1. Classified ads

2. Employment agencies

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3. School and college placement offices
4. Union hiring halls
5. Word of mouth
6. Internet job boards

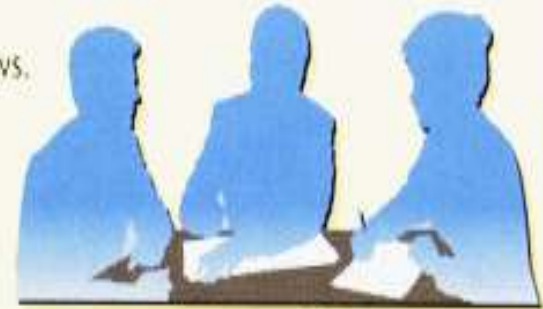
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B. If you are impressed with an application or resume, you can schedule an interview with the person.

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Key Rules for Effective Interviewing

1. Define what you are looking for before the interview.
2. Conduct interviews in private. Don't use panel interviews.
3. Put the interviewees at ease. Treat them as equals.
4. Ask general background questions first, more specific questions later.
5. Encourage the interviewee to talk. Be a good listener.
6. Don't cut off the interviewee's answers, but interrupt when necessary to make a key point.
7. Confirm key observations several times during the interview.
8. Provide an opportunity for the interviewee to ask questions.
9. Look for how the interviewee conducts him or herself. Particularly note attitude and enthusiasm.
10. Look for what they will bring to the job.
11. Cover all your planned areas in enough detail to be able to make a sound decision.



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VII. PAY AND BENEFITS

A. Pay competitive wages and salaries.

B. Offer competitive employee benefits.

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C. Ways to pay employees

1. Paying based on the amount of time an employee works.
2. Paying based on productivity.

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D. Productivity pay can be either a piece rate (so much per unit produced) or a commission (a percentage of sales).

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E. The law requires employee benefits such as Social Security, unemployment compensation, and workers compensation.

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F. Optional benefits include paid vacations, paid sick leave, health and life insurance, flextime, pensions, and childcare.

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G. Typically benefits run between 20-40% of salary.

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VIII. TRAINING AND DEVELOPMENT

You will need to train your employees.

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IX. PERSONNEL RECORDS

A. Maintain and establish
personnel files.

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B. Files should contain contact information and training and performance records.

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X. DEVELOPING ADDITIONAL POLICIES

To determine if additional policies are needed, follow a four step procedure.

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- A. Review operational processes.
- B. Check competitor operations.
- C. Get feedback from potential customers.
- D. Write policy statements.